

Outdoor Recreation Economic Ecosystem Task Force

Friday, September 29, 2006

10:00 am – 2:00 pm

Olmstead Room, East Building, State Capitol Complex
Salt Lake City, Utah

Began at 10:10 am, welcome from Co-Chairman Mike Deaver.

Motion to delay approval of previous meeting minutes.

Passes unanimously.

Proposed Outdoor Recreation Industry Full Time Position:

- Open discussion of role/ description for proposed position.
- Not a 'decision-making' position, but one more knowledgeable in industry.
- Advisory role.
- Facilitator, policy advisor, cooperation, communication to entities, multi-use issues, tourism, federal, state, private and natural resources-themed tourism.
- Aggregates research, academic, and industry reports as it relates and affects Outdoor Recreation (vertical and horizontal media relations).
- Give information back to constituents as well as taking their issues to the correct venue for discussion.
- Works in conjunction WITH state & federal agencies, OIA, recreation constituents, and communities.
- Report to Lt. Governor Herbert.
- Position may either be housed at GOED or Council Hall (along with Travel & Tourism, TBD).
- GOED Executive Director to facilitate process of information dissemination (i.e. To Governor for feedback.)
- Discussion of what resources would be available to position.
- Retailer Show liaison – SLCVB, OIA and the Governor's Office.
- Access & hospitable environment with Governor and Lt. Governor with position.
- Government would play the role of a 'listening ear' in the process.
- Position acting as an 'alert' to stakeholders via electronic communications.
- Create dialog.
- If not a state FTE, then possibly a contractual agreement, headed by Exec. Director of GOED (Jason Perry).
- Position starting in approx. March, 2007 (goal).

Discussion of an annual summit and/ or quarterly update with relevant groups involved:

- Monthly e-newsletter proposed.
- Quarterly Advisory Committee meetings & monthly updates.
- Summit could be focused around the OIA conventions and/ or Travel & Tourism conference.
- Possibility of holding summit/ event in various Utah locations each year.
- Expected number of attendees: 500+
- Need to define stakeholders.
- Avenue to find a common ground amongst groups.

Direction of Task Force:

- Has it served our purpose?
- Where to take it now?
- GOED currently focused on continuing to build Recreation Company Cluster Development.

Currently Task Force is cognizant, integral, vibrant and affecting policy.

- i.e. Successful in keeping the Outdoor Recreation Convention here in SLC, Utah.

Proposed Task Force Six Month Deliverables:

- ID 'gems' of state.
- Highlight 2 relevant recreation gems from each county, with recommendations if needing the following: Management, marketing, promotion or protection plans and what entities are currently working on such solutions and issues.
- 'Gem List' to consist of all diverse aspects of state recreation.
- Physically map and make public the locations of all gems identified, regardless of plan recommendation.
- Focus on state lands for 'gem list.'
- Task Force 6 Month Deliverables mapped out. (*see below for due dates*)
- Take initiative 'on the road' for feedback.
- Concentration on how to promote initiative with the public and private sectors.
- Ability to assist RTCA (*lobbying for funding for RTCA partnership*).
- Task Force to recommend to Legislature and Governor for full-time state employed position.
- Will evaluate how legislature develops as to where Task Force goes from here.
- Speak with relevant land managers (SITLA, BLM, etc.) in given 12 month time limit.

- Possible legislative hearings.
- A letter or letters of support from each Task Force Member, or collectively with signatures from all members sent to Governor Huntsman.
- Contract through GOED as monies are available.
- Report (Q107).
- Finish Task Force duties first THEN transition into ombudsman/ new position.

Due Dates:

- Legislative hearings/lobbying to provide funding (Fall 2006).
- Report from the Task Force to Governor Huntsman due at the end of January, 2007, before the legislative session begins. (approx. 4 months to gather information from Task Force)
- Legislative session begins January, 2007.
- Letter from members/task force as a whole/OIA in support of plan in next 2 weeks (Friday, October 27th in 2 weeks).